

SERFF Tracking Number:	UNAM-125746845	State:	Arkansas
Filing Company:	Pennsylvania Life Insurance Company	State Tracking Number:	39741
Company Tracking Number:	PL CA01-2		
TOI:	H07I Individual Health - Specified Disease - Limited Benefit	Sub-TOI:	H07I.002A Dread Disease - Cancer Only
Product Name:	Cancer Lead Cards		
Project Name/Number:	/		

## Filing at a Glance

Company: Pennsylvania Life Insurance Company  
 Product Name: Cancer Lead Cards      SERFF Tr Num: UNAM-125746845      State: ArkansasLH  
 TOI: H07I Individual Health - Specified Disease      SERFF Status: Closed      State Tr Num: 39741  
 - Limited Benefit  
 Sub-TOI: H07I.002A Dread Disease - Cancer      Co Tr Num: PL CA01-2      State Status: Filed-Closed  
 Only  
 Filing Type: Form      Co Status:      Reviewer(s): Rosalind Minor  
    Author: Holly Parenti      Disposition Date: 07/24/2008  
    Date Submitted: 07/24/2008      Disposition Status: Filed-Closed  
 Implementation Date Requested: On Approval      Implementation Date:  
 State Filing Description:

## General Information

Project Name:	Status of Filing in Domicile:
Project Number:	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 07/24/2008	
State Status Changed: 07/24/2008	Deemer Date:
Corresponding Filing Tracking Number:	
Filing Description:	
Re: Pennsylvania Life Insurance Company	
NAIC# 67660 FEIN#23-1305366	
Advertising Submission - Life Insurance	
Form(s)	
PL CA01-2      Cancer Insurance Lead Piece	

SERFF Tracking Number: UNAM-125746845 State: Arkansas  
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TOI: H071 Individual Health - Specified Disease - Sub-TOI: H071.002A Dread Disease - Cancer Only  
Limited Benefit  
Product Name: Cancer Lead Cards  
Project Name/Number: /

PL CA02-2 Cancer Insurance Lead Piece  
PL CA03-2 Cancer Insurance Lead Piece  
PL CA04-2 Cancer Insurance Lead Piece  
PL CA05-2 Cancer Insurance Lead Piece

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Life Insurance forms, PL C1 (08), approved by your state on May 16, 2008.

We certify that these forms comply with the provisions of 19ss10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Life Insurance approved by your Department.

If additional information is needed, please contact me at 800-275-6667 ext. 8531 or hparenti@uafc.com

## Company and Contact

### Filing Contact Information

Holly Parenti, hparenti@uafc.com  
P.O. Box 958465 (407) 628-1776 [Phone]  
Lake Mary, FL 32795-8465

### Filing Company Information

Pennsylvania Life Insurance Company	CoCode: 67660	State of Domicile: Pennsylvania
1001 Heathrow Park Lane	Group Code: 953	Company Type:
Suite 5001		
Lake Mary, FL 32746	Group Name:	State ID Number:
(407) 995-8000 ext. [Phone]	FEIN Number: 23-1305366	
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Product Name: Cancer Lead Cards  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$125.00  
Retaliatory? No  
Fee Explanation: \$25.00 per Ad, x5 ads  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$125.00	07/24/2008	21579742

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	07/24/2008	07/24/2008

<i>SERFF Tracking Number:</i>	<i>UNAM-125746845</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Pennsylvania Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>39741</i>
<i>Company Tracking Number:</i>	<i>PL CA01-2</i>		
<i>TOI:</i>	<i>H07I Individual Health - Specified Disease - Limited Benefit</i>	<i>Sub-TOI:</i>	<i>H07I.002A Dread Disease - Cancer Only</i>
<i>Product Name:</i>	<i>Cancer Lead Cards</i>		
<i>Project Name/Number:</i>	<i>/</i>		

## Disposition

Disposition Date: 07/24/2008

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-125746845 State: Arkansas

Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 39741

Company Tracking Number: PL CA01-2

TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only

Product Name: Cancer Lead Cards

Project Name/Number: /

Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice	Filed-Closed	Yes
Supporting Document	Application	Filed-Closed	Yes
Supporting Document	Health - Actuarial Justification	Filed-Closed	Yes
Supporting Document	Outline of Coverage	Filed-Closed	Yes
Form	Cancer Lead Piece	Filed-Closed	Yes
Form	Cancer Lead Piece	Filed-Closed	Yes
Form	Cancer Lead Piece	Filed-Closed	Yes
Form	Cancer Lead Piece	Filed-Closed	Yes
Form	Cancer Lead Piece	Filed-Closed	Yes

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Company Tracking Number: PL CA01-2

TOI: H071 Individual Health - Specified Disease - Limited Benefit Sub-TOI: H071.002A Dread Disease - Cancer Only

Product Name: Cancer Lead Cards

Project Name/Number: /

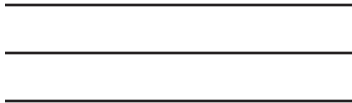
## Form Schedule

**Lead Form Number:** PL CA01-2

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed	PL CA01-2	Advertising	Cancer Lead Piece	Initial			PL CA01-2.pdf
Filed-Closed	PL CA02-2	Advertising	Cancer Lead Piece	Initial			PL CA02-2.pdf
Filed-Closed	PL CA03-2	Advertising	Cancer Lead Piece	Initial			PL CA03-2.pdf
Filed-Closed	PL CA04-2	Advertising	Cancer Lead Piece	Initial			PL CA04-2.pdf
Filed-Closed	PL CA05-2	Advertising	Cancer Lead Piece	Initial			PL CA05-2.pdf





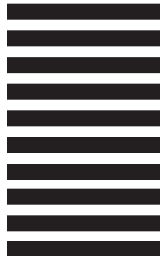


NO POSTAGE  
NECESSARY  
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IN THE  
UNITED STATES

[RUSH!]



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL    PERMIT NO. [665 ]    [ MERIDIAN MS]



POSTAGE WILL BE PAID BY ADDRESSEE:

PENNSYLVANIA LIFE INSURANCE COMPANY  
[PO BOX 1638]  
[MERIDIAN, MS 39302-9905]



# THE TRUTH IS...THE RISK OF CANCER INCREASES WITH AGE

## Get up to \$50,000 to help you beat Cancer.

[About [77%] of all cancers are diagnosed in persons 55 and older.]\* If you get cancer, don't let your current health insurance keep you from receiving the treatments or medicines that might not be covered. With a First Diagnosis Cancer Policy, **the lump sum benefit is paid directly to you, up to \$50,000, giving you control** of your money, so you can use your benefit where it is needed most. Just return this postage-paid card for more FREE information.

☐ **YES!** I want to receive more FREE information.

\*\*\*\*\* AUTOOCR\*\*C 001

JOHN B. DOE

1234 ANYWHERE STREET

CITY, ST 12345-6789

|||||

Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

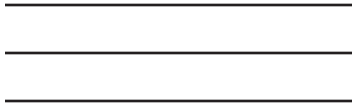
Phone: (\_\_\_\_\_) \_\_\_\_\_

Spouse: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

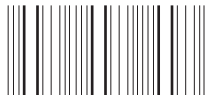
PL CA02-2

**Pennsylvania Life Insurance Company.** CANCER ONLY Insurance Policy Series PL-C1(08). This request for information is insurance related and if you respond, an agent may contact or visit you. Return this card for policy limitations, exclusions and rates.\*[*Cancer Facts and Figures 2008*, American Cancer Society.]

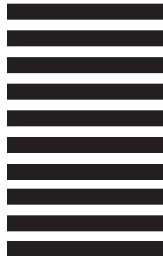


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[MERIDIAN, MS 39302-9905]



# CANCER CAN STRIKE ANYONE...AT ANY AGE

[Over one million people get cancer each year. Approximately one out of every two American men and one out of every three American women will have some type of cancer at some point during their lifetime.]\* Be prepared...with a First Diagnosis Cancer Policy. **The lump sum benefit is paid directly to you, up to \$50,000, giving you control** of your money, so you can use your benefit where it is needed most. Just return this postage-paid card for more FREE information.

☐ **YES!** I want to receive more FREE information.

\*\*\*\*\* AUTOOCR\*\*C 001

JOHN B. DOE

1234 ANYWHERE STREET

CITY, ST 12345-6789

|||||

Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

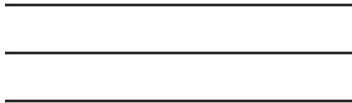
Phone: (\_\_\_\_\_) \_\_\_\_\_

Spouse: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

PL CA03-2

**Pennsylvania Life Insurance Company.** CANCER ONLY Insurance Policy Series PL-C1(08). This request for information is insurance related and if you respond, an agent may contact or visit you. Return this card for policy limitations, exclusions and rates.\*[Detailed Guide: Cancer (General Information), American Cancer Society, 3/11/08.]

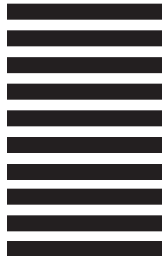


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**Get Cash Paid Directly to You**

Even the best health insurance plan doesn't cover all your bills while you're fighting for your health. With a First Diagnosis Cancer Policy, **the lump sum benefit is paid directly to you, up to \$50,000, giving you control** of your money, so you can use your benefit where it is needed most. Just return this postage-paid card for more FREE information.

☐ **YES!** I want to receive more FREE information.

\*\*\*\*\* AUTOOCR\*\*C 001  
JOHN B. DOE  
1234 ANYWHERE STREET  
CITY, ST 12345-6789



Name: \_\_\_\_\_

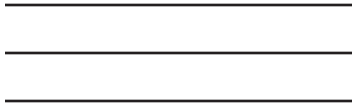
Date of Birth: \_\_\_\_\_

Phone: (       )

Spouse: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

PL CA04-2 **Pennsylvania Life Insurance Company.** CANCER ONLY Insurance Policy Series PL-C1(08). This request for information is insurance related and if you respond, an agent may contact or visit you. Return this card for policy limitations, exclusions and rates.



[RUSH!]



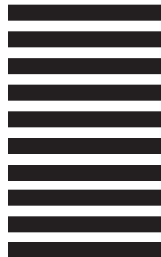
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# WILL YOU BEAT THE ODDS OF GETTING CANCER?

[Over one million people get cancer each year. Approximately one out of every two American men and one out of every three American women will have some type of cancer at some point during their lifetime.]\* Be prepared...with a First Diagnosis Cancer Policy. **The lump sum benefit is paid directly to you, up to \$50,000, giving you control** of your money, so you can use your benefit where it is needed most. Just return this postage-paid card for more FREE information.

☐ **YES!** I want to receive more FREE information.

\*\*\*\*\* AUTOOCR\*\*C 001

JOHN B. DOE

1234 ANYWHERE STREET

CITY, ST 12345-6789



Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

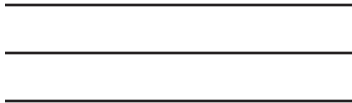
Phone: (\_\_\_\_\_) \_\_\_\_\_

Spouse: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

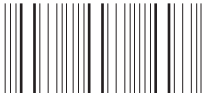
PL CA05-2 **Pennsylvania Life Insurance Company.** CANCER ONLY Insurance Policy Series PL-C1(08). This request for information is insurance related and if you respond, an agent may contact or visit you. Return this card for policy limitations, exclusions and rates. \*[Detailed Guide: Cancer (General Information), American Cancer Society, 3/11/08.]



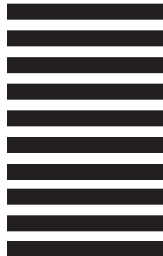


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<i>Product Name:</i>	<i>Cancer Lead Cards</i>		
<i>Project Name/Number:</i>	<i>/</i>		

## **Rate Information**

Rate data does NOT apply to filing.

SERFF Tracking Number: UNAM-125746845 State: Arkansas  
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 39741  
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Limited Benefit  
Product Name: Cancer Lead Cards  
Project Name/Number: /

## Supporting Document Schedules

<b>Bypassed -Name:</b>	Certification/Notice	<b>Review Status:</b>	
<b>Bypass Reason:</b>	N/A	Filed-Closed	07/24/2008
<b>Comments:</b>			
<b>Bypassed -Name:</b>	Application	<b>Review Status:</b>	
<b>Bypass Reason:</b>	N/A	Filed-Closed	07/24/2008
<b>Comments:</b>			
<b>Bypassed -Name:</b>	Health - Actuarial Justification	<b>Review Status:</b>	
<b>Bypass Reason:</b>	N/A	Filed-Closed	07/24/2008
<b>Comments:</b>			
<b>Bypassed -Name:</b>	Outline of Coverage	<b>Review Status:</b>	
<b>Bypass Reason:</b>	N/A	Filed-Closed	07/24/2008
<b>Comments:</b>			